



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Applicant : Thomas J. Perkowski  
Serial No. : 10/058,970  
Filed : January 28, 2002  
Title of Invention : AN INTERNET-BASED CONSUMER PRODUCT BRAND  
MARKETING COMMUNICATION SYSTEM WHICH  
ENABLES MANUFACTURERS, RETAILERS AND THEIR  
RESPECTIVE AGENTS, AND CONSUMERS TO CARRY OUT  
PRODUCT-RELATED FUNCTIONS ALONG THE DEMAND  
SIDE OF THE RETAIL CHAIN IN AN INTEGRATED  
MANNER  
Attorney Docket : 100-058USANB0  
Examiner : not yet assigned  
Group Art Unit : 2165

Honorable Commissioner of Patents  
and Trademarks  
Washington, DC 20231

**PRELIMINARY AMENDMENT**

Sir:

Prior to examination of the above referenced Patent Application, please amend the same as follows:

**AMENDMENT TO RELATED CASES**

Please amend the "RELATED CASES" on page 1 to read as follows:

This Application is a Continuation of Application Serial No. 09/716,848 filed November 17, 2000; which is a Continuation-in-Part of Application No. 09/695,744 filed October 24, 2000; which is a Continuation-in-Part of Application No. 09/641,908 filed August 18, 2000; which is a Continuation-in-Part of copending Application No. 09/599,690 filed June 22, 2000 which is a Continuation-in-Part of 09/483,105 filed January 14, 2000; and a Continuation-in-Part of Application 09/465,859 filed December 17, 1999; which is a Continuation-in-Part of Application No. 09/447,121 filed November 22, 1999; which is a Continuation-in-Part of Application No. 09/441,973 filed November 17, 1999; which is a Continuation-in-Part of Application No. [09/284,197] 09/284,917 filed June 25, 1999 and which was entered into the

U.S. on April 21, 1999 which is a National Stage Entry Application from International Application No. PCT/US97/19227 filed October 27, 1997, published as WIPO Publication No. WO 98/19259 on May 7, 1998; as well as a Continuation-in-Part of Application No. 08/736,798, published as U.S. Patent No. 5,918,214, filed October 25, 1996; No. 08/752,136 now U.S. Letters Patent No. 6,064,979 filed November 19, 1996; No. 08/826,120 filed March 27, 1997; No. 08/854,877 filed May 12, 1997, now U.S. Letters Patent No. 5,950,173; No. 08/871,815 filed June 9, 1997; and No. 08/936,375 filed September 24, 1997, each said Application is commonly owned by IPF, Inc., and is incorporated herein by reference in its entirety as if fully set forth herein.

#### AMENDMENT OF THE ABSTRACT

Please amend the Abstract of Disclosure to read as follows:

#### --ABSTRACT OF DISCLOSURE

An Internet-based consumer-product brand marketing, merchandising and education/information system comprising a central RDBMS for storing a central database of links between the Universal Product Number (UPN) assigned to a particular product offered by a manufacturer, the Trade Mark (TM) used in connection with the particular product, the Product Description (PD) assigned to the particular product, and the set of Universal Resource Locators (URLs) pointing to information resources on the WWW relating to the product. The System enables the product's brand managers to create and manage a database of UPN/TM/PD/URL links to create a desired brand image for each product. The system enables manufacturers, retailers, and their agents to deploy Java-enabled multi-mode type virtual kiosks along any Web-enabled consumer touchpoint. The system also enables manufacturers, retailers, and their agents to display advertisement and promotional spots on subnetworks of deployed virtual kiosks, as well as menus of UPN/TM/PD/URL links to brand-building information content about such consumer products.--

REQUIREMENT UNDER 37 C.F.R. 1.121

As required under 27 C.F.R. 1.121, the amended paragraph on Page 1 entitled "RELATED CASES" will read as follows:

--RELATED CASES:

This Application is a Continuation of Application Serial No. 09/716,848 filed November 17, 2000; which is a Continuation-in-Part of Application No. 09/695,744 filed October 24, 2000; which is a Continuation-in-Part of Application No. 09/641,908 filed August 18, 2000; which is a Continuation-in-Part of copending Application No. 09/599,690 filed June 22, 2000 which is a Continuation-in-Part of 09/483,105 filed January 14, 2000; and a Continuation-in-Part of Application 09/465,859 filed December 17, 1999; which is a Continuation-in-Part of Application No. 09/447,121 filed November 22, 1999; which is a Continuation-in-Part of Application No. 09/441,973 filed November 17, 1999; which is a Continuation-in-Part of Application No. 09/284,917 filed June 25, 1999 and which was entered into the U.S. on April 21, 1999 which is a National Stage Entry Application from International Application No. PCT/US97/19227 filed October 27, 1997, published as WIPO Publication No. WO 98/19259 on May 7, 1998; as well as a Continuation-in-Part of Application No. 08/736,798, published as U.S. Patent No. 5,918,214, filed October 25, 1996; No. 08/752,136 now U.S. Letters Patent No. 6,064,979 filed November 19, 1996; No. 08/826,120 filed March 27, 1997; No. 08/854,877 filed May 12, 1997, now U.S. Letters Patent No. 5,950,173; No. 08/871,815 filed June 9, 1997; and No. 08/936,375 filed September 24, 1997, each said Application is commonly owned by IPF, Inc., and is incorporated herein by reference in its entirety as if fully set forth herein.

REQUIREMENT UNDER 37 C.F.R. 1.121

As also required under 27 C.F.R. 1.121, and pursuant to the present Amendment, the Abstract of Disclosure should read as follows:

ABSTRACT OF DISCLOSURE

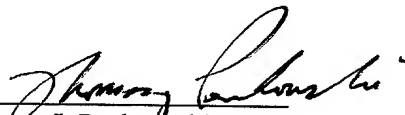
An Internet-based consumer-product brand marketing, merchandising and education/information system comprising a central RDBMS for storing a central database of links between the Universal Product Number (UPN) assigned to a particular product offered by a manufacturer, the Trade Mark (TM) used in connection with the particular product, the Product Description (PD) assigned to the particular product, and the set of Universal Resource Locators (URLs) pointing to information resources on the WWW relating to the product. The System enables the product's brand managers to create and manage a database of UPN/TM/PD/URL links to create a desired brand image for each product. The system enables manufacturers, retailers, and their agents to deploy Java-enabled multi-mode type virtual kiosks along any Web-enabled consumer touchpoint. The system also enables manufacturers, retailers, and their agents to display advertisement and promotional spots on subnetworks of deployed virtual kiosks, as well as menus of UPN/TM/PD/URL links to brand-building information content about such consumer products.

REMARKS

The Commissioner is authorized to charge any fee deficiencies to Deposit Account No. 16-1340.

Respectfully submitted,

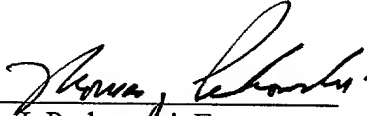
Dated: August 1, 2002

  
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Reg. No. 33, 134  
Attorney for Applicant  
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37 C.F.R. 1.08

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Washington, DC 20231

  
Thomas J. Perkowski, Esq.  
Reg. No. 33,134  
Date: August 1, 2002



#6

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re original application of:

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Title of Invention : AN INTERNET-BASED CONSUMER PRODUCT BRAND  
MARKETING COMMUNICATION SYSTEM WHICH  
ENABLES MANUFACTURERS, RETAILERS AND THEIR  
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PRODUCT-RELATED FUNCTIONS ALONG THE DEMAND  
SIDE OF THE RETAIL CHAIN IN AN INTEGRATED  
MANNER  
Attorney Docket : 100-058USANB0  
Examiner : not yet assigned  
Group Art Unit : 2165

Honorable Commissioner of Patents and Trademarks  
Washington, DC 20231

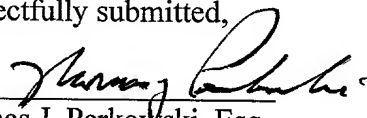
**REQUEST FOR APPROVAL OF PROPOSED CHANGES TO THE DRAWINGS**

Sir:

Applicants hereby request approval of proposed changes to the following figures: 3A3, 5B (second instance), 10A1, 10A2, 15D1, 15E, 15F, 15L, 15P, 15Q, 15S, 15AA, 15CC, 17B, 18A, 19B, 20B, 22, 23, 24B, 33, 38A, 39 and 40A; which are indicated in red ink on the sheets filed herewith. As required, Applicants have included Formal Drawings herewith which are to be entered upon approval of the proposed changes.

Respectfully submitted,

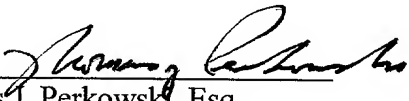
Dated: August 1, 2002

  
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Thomas J. Perkowski, Esq.

Reg. No. 33,134

Date: August 1, 2002

20/113

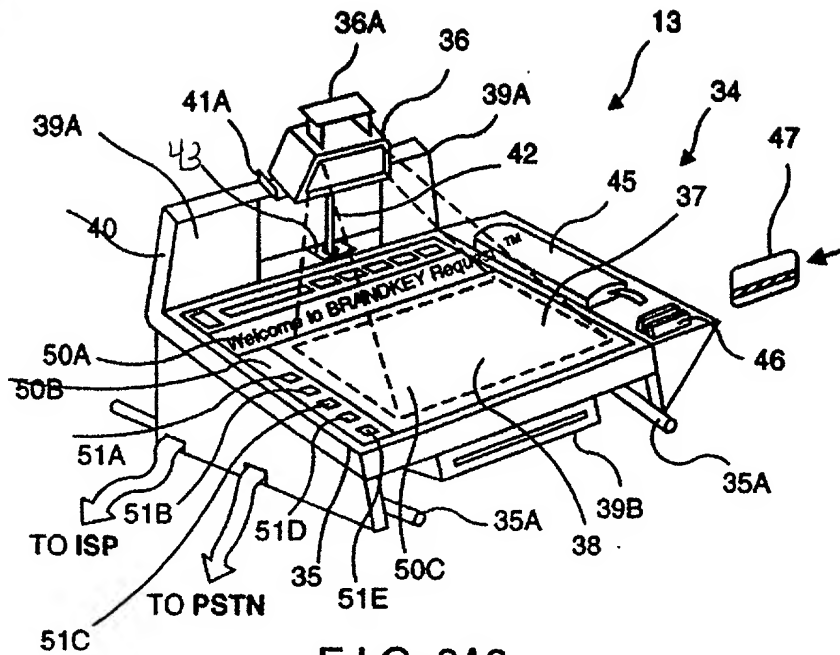


FIG. 3A3

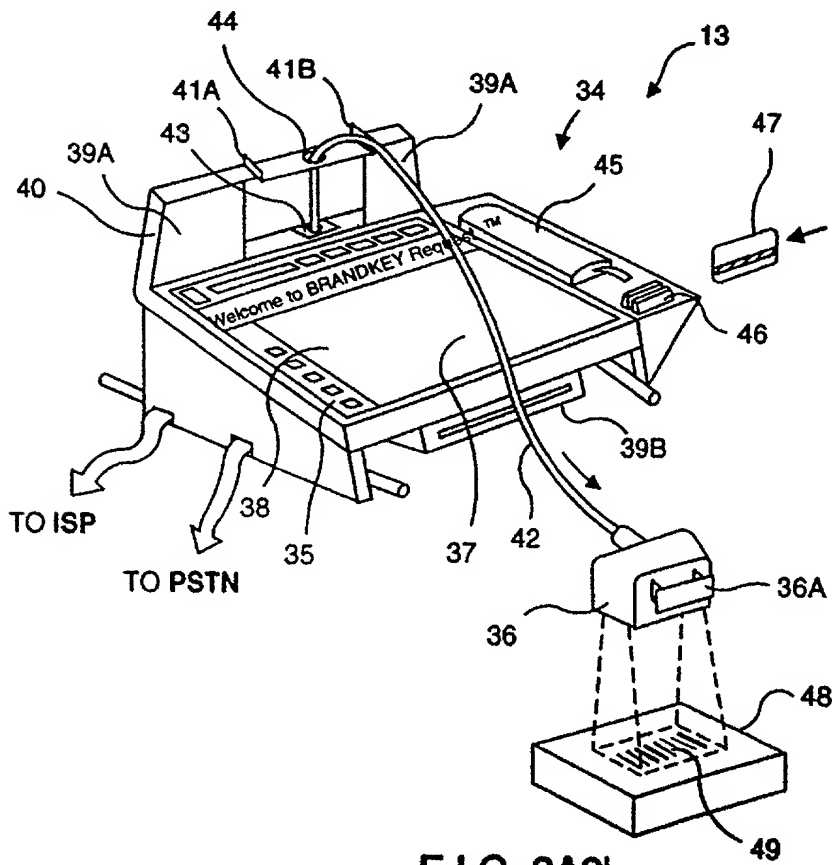


FIG. 3A3'

2009080-01635001



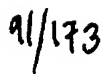


FIG. 5B

205080-02685001

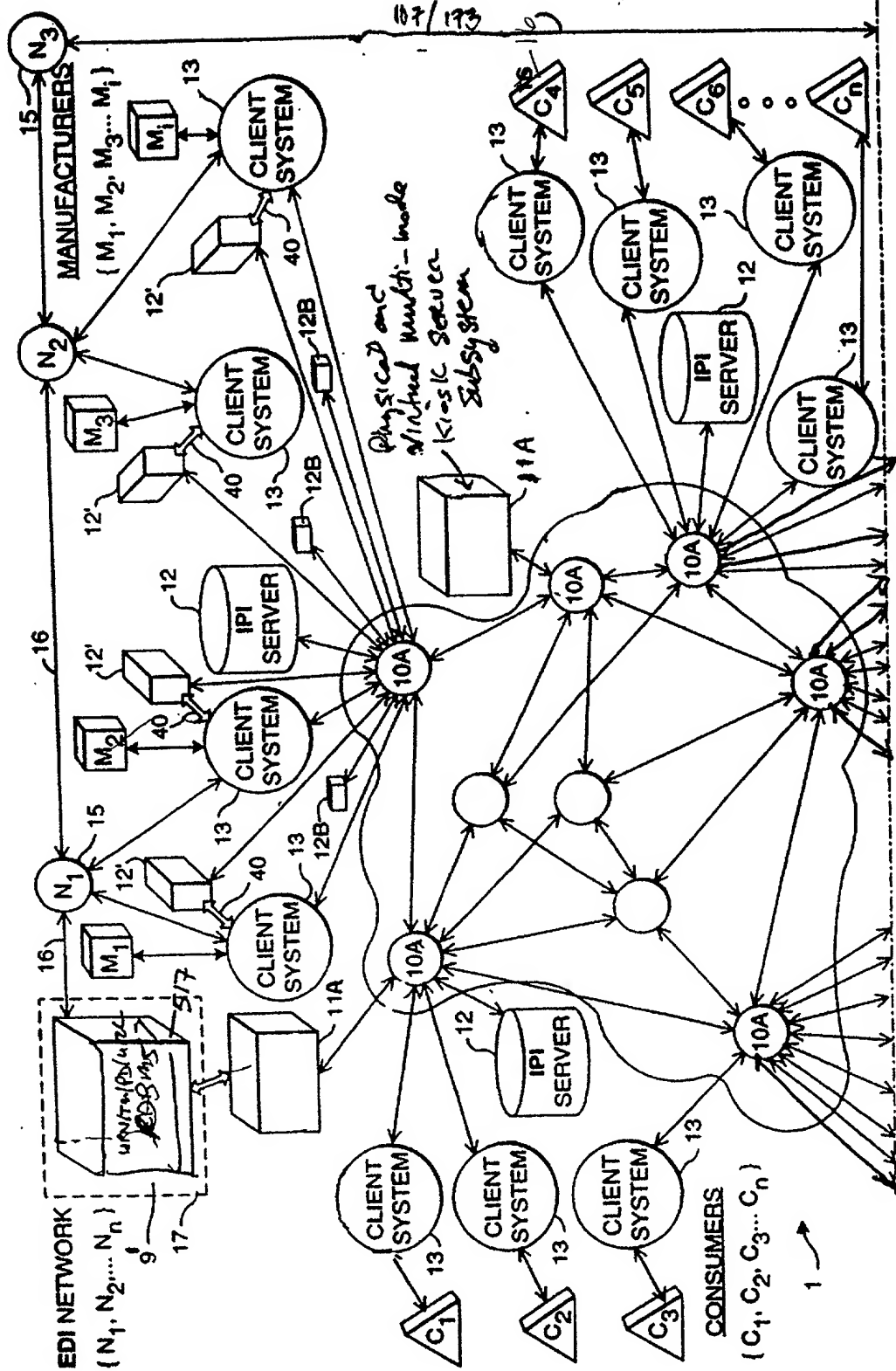


FIG. 10A1





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## Structure:

Assigned UPN	Alpha 20	Enterable; Modifiable
URL for Product Description	Alpha 20	Enterable; Modifiable
URL for Product Instructions	Alpha 20	Enterable; Modifiable
URL for Product Oper. Manual	Alpha 20	Enterable; Modifiable
URL for Orig. Warranty Service	Alpha 20	Enterable; Modifiable
URL for Extended Warranty Service <i>Service</i>	Alpha 20	Enterable; Modifiable
URL for 1st Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 2nd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 3rd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 4th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 5th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 1st Product Review	Alpha 20	Enterable; Modifiable
URL for 2nd Product Review	Alpha 20	Enterable; Modifiable
URL for 3rd Product Review	Alpha 20	Enterable; Modifiable
URL for 4th Product Review	Alpha 20	Enterable; Modifiable
URL for 5th Product Review	Alpha 20	Enterable; Modifiable
URL for 1st Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 2nd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 3rd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 4th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 5th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for Mfr. Service Request	Alpha 20	Enterable; Modifiable
URL for Product Returns To Mfr	Alpha 20	Enterable; Modifiable
URL for Product News	Alpha 20	Enterable; Modifiable
URL for Company News	Alpha 20	Enterable; Modifiable
URL for FAQs About Product	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 1	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 2	Alpha 20	Enterable; Modifiable
URL for Mfr. Promotion #1	Alpha 20	Enterable; Modifiable
URL for Mfr. Promotion #2	Alpha 20	Enterable; Modifiable
URL for Mfr. Promotion #3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #1	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #2	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #4	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #5	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #6	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #7	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #8	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #9	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #10	Alpha 20	Enterable; Modifiable
URL for Direct Mfr. Purchase	Alpha 20	Enterable; Modifiable
URL for Dealer Location in USA	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #1	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #2	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #3	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #4	Alpha 20	Enterable; Modifiable
URL for Product Retailer #1	Alpha 20	Enterable; Modifiable
URL for Product Retailer #2	Alpha 20	Enterable; Modifiable
URL for Product Retailer #3	Alpha 20	Enterable; Modifiable
URL for Product Retailer #4	Alpha 20	Enterable; Modifiable
URL for Product Retailer #5	Alpha 20	Enterable; Modifiable
URL for Product Retailer #6	Alpha 20	Enterable; Modifiable
URL for Product Retailer #7	Alpha 20	Enterable; Modifiable

FIG. 15D1



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Structure: Retailer

Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
URL of Retailer WWW Site	Alpha 20	Enterable; Modifiable
Purchasing Director Identity	Alpha 20	Enterable; Modifiable
Purchasing Director Phone	Alpha 20	Enterable; Modifiable
Purchasing Director E-Mail	Alpha 20	Enterable; Modifiable
UPC Catalog Provider	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Contact	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Phone	Alpha 20	Enterable; Modifiable
UPC Catalog Provider E-Mail	Alpha 20	Enterable; Modifiable
EDI B2N Enabler	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Contact	Alpha 20	Enterable; Modifiable
EDI B2B Contact Phone	Alpha 20	Enterable; Modifiable
EDI B2B Contact E-Mail	Alpha 20	Enterable; Modifiable
EDI Vendor	Alpha 20	Enterable; Modifiable
EDI Vendor Contact Identity	Alpha 20	Enterable; Modifiable
EDI Vendor Contact Phone	Alpha 20	Enterable; Modifiable
EDI Vendor Contact E-Mail	Alpha 20	Enterable; Modifiable
Marketing Manager	Alpha 20	Enterable; Modifiable
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15E

Structure: Retailer/Mfr. P-Store Relation

Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15F



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Structure: Retailer Physical Store

Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Store Manager Identity	Alpha 20	Enterable; Modifiable
Store Manager Phone	Alpha 20	Enterable; Modifiable
Store Manager E-Mail	Alpha 20	Enterable; Modifiable
Regional Manager Identity	Alpha 20	Enterable; Modifiable
Regional Manager Phone	Alpha 20	Enterable; Modifiable
Regional Manager E-Mail	Alpha 20	Enterable; Modifiable
Number of Store Aisles	Alpha 20	Enterable; Modifiable
Number of Floors	Alpha 20	Enterable; Modifiable
Floor Plan Diagrams	Alpha 20	Enterable; Modifiable
Product Category/Shelf Maps	Alpha 20	Enterable; Modifiable
Available Internet Connectivity	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable
	Alpha 20	Enterable; Modifiable
	Alpha 20	Enterable; Modifiable

FIG. 15L

Structure: Physical Kiosk HTTP Server

Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server Log	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15M

Structure: Retailer's Physical Kiosk Cat.

Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Physical Kiosks	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15N

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Structure: Physical Kiosk E-Mail

Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 150

Structure: Physical Kiosk User Activity

Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-Mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions <i>Transitions</i>	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15P

Structure: Ad Spot Order --Virtual Kiosk

UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Spot Order	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost of Ad Spot	Alpha 20	Enterable; Modifiable
URL of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Cost	Alpha 20	Enterable; Modifiable
Date of Ad Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Q

2002000-04685001



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Structure: Ad Spot Order- Physical Kiosk

UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost Ad Spot	Alpha 20	Enterable; Modifiable
URL of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

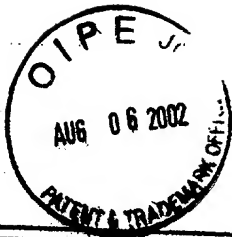
FIG. 15R

Structure: Promo Spot Order- Physical Kiosk

UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Date of Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable
Promotional Message in DF2	Alpha 20	Enterable; Modifiable
Promotional Message in DF3	Alpha 20	Enterable; Modifiable
Promotional Message in DF4	Alpha 20	Enterable; Modifiable
Promotional Message in DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 30	Enterable; Modifiable
Cost of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15S





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Structure: Virtual Kiosk User Activity

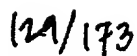
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Number of Trademark Requests	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-Mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions—Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG 15AA

Structure: Promo Spot Order--Virtual Kiosk

UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Date of Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable
Promotional Message in DF2	Alpha 20	Enterable; Modifiable
Promotional Message in DF3	Alpha 20	Enterable; Modifiable
Promotional Message in DF4	Alpha 20	Enterable; Modifiable
Promotional Message in DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Cost Payment	Alpha 20	Enterable; Modifiable
Date of Promo Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG 15BB



Structure: Virtual Kiosk Promo Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Promo Spot Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

Structure: Virtual Kiosk Ad Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered on Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

Structure: Ad Credit --Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

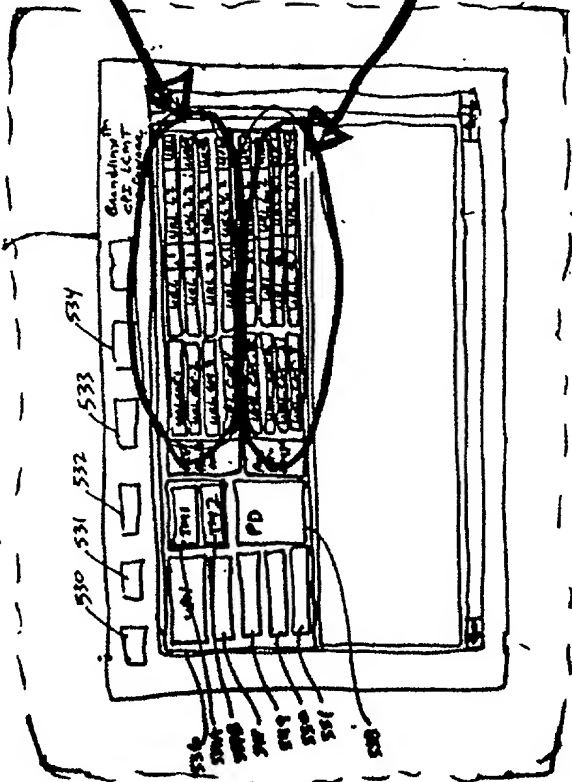
can be used to repair minor "crazing" for No. 1

Distributed Method of

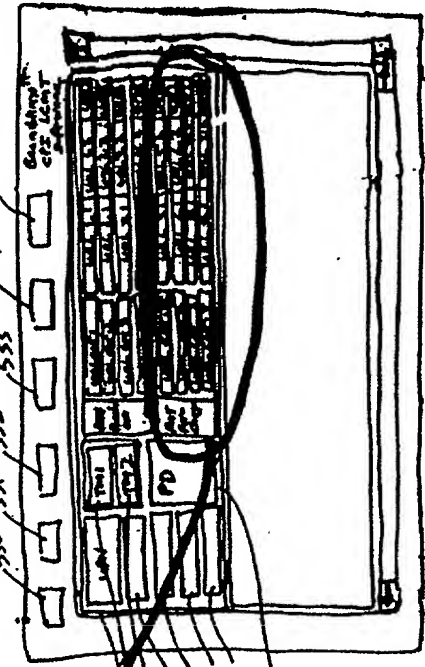
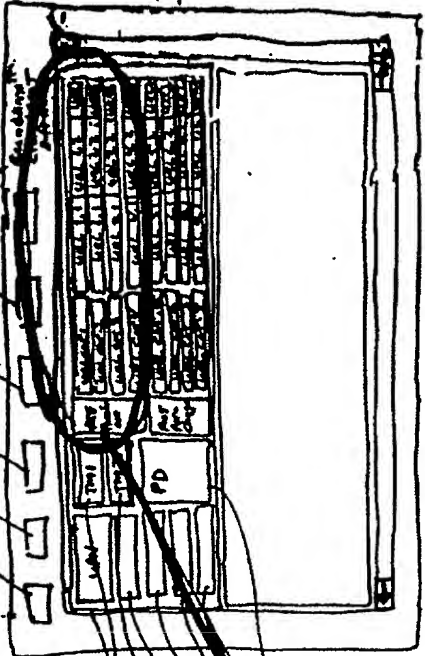
Category management

within a manufacturing enterprise 516

musta uon/10/10/10/10  
LCMT GUI



512A

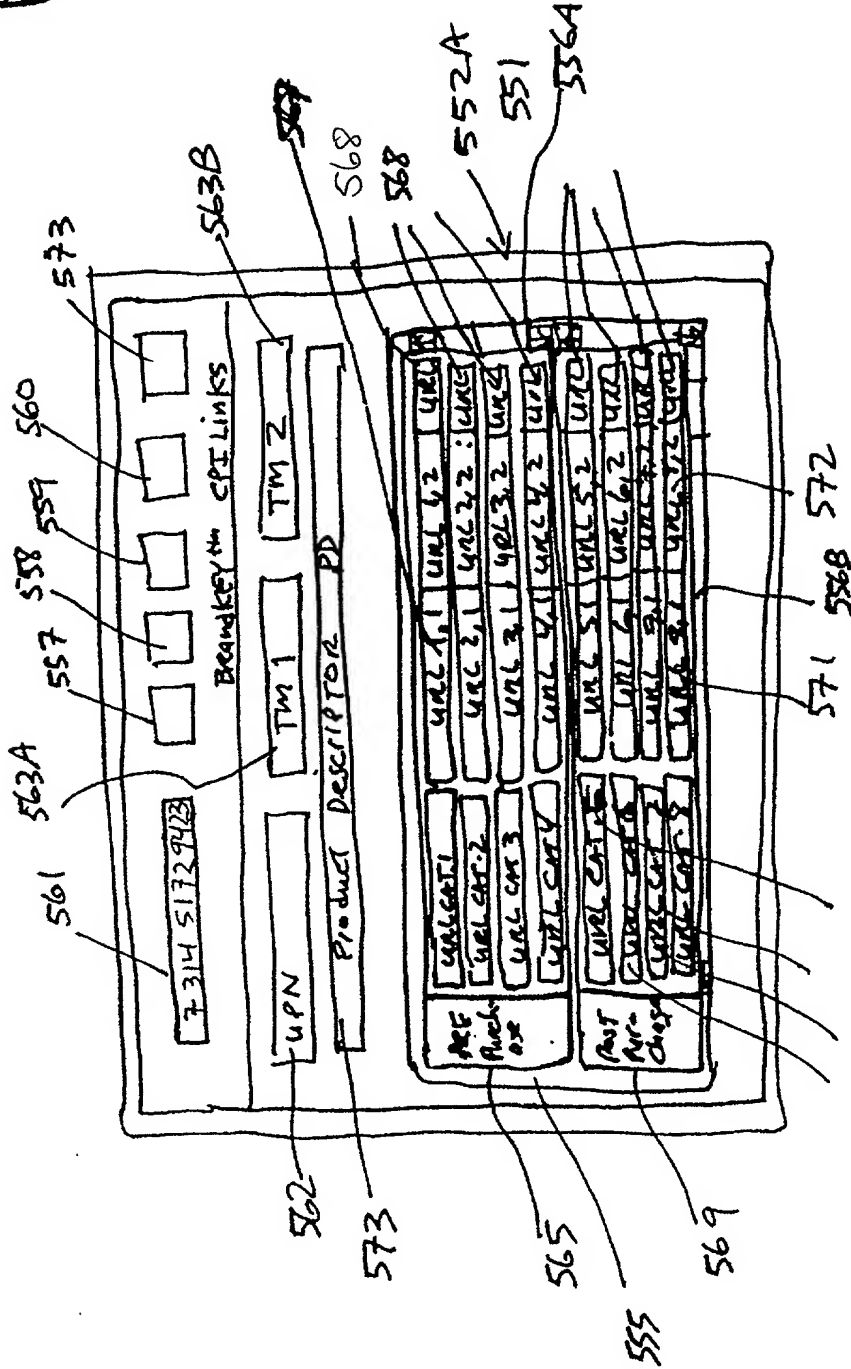


Department NO. N: Assigned  
in category SET NO N  
category

Fig 17B



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UPN-Directed  
Search Mode:  
Steps - Mode Selection, Data Entry +  
Review Display

FIG. 18A



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Manufacturer's (in electronic streams of commerce)

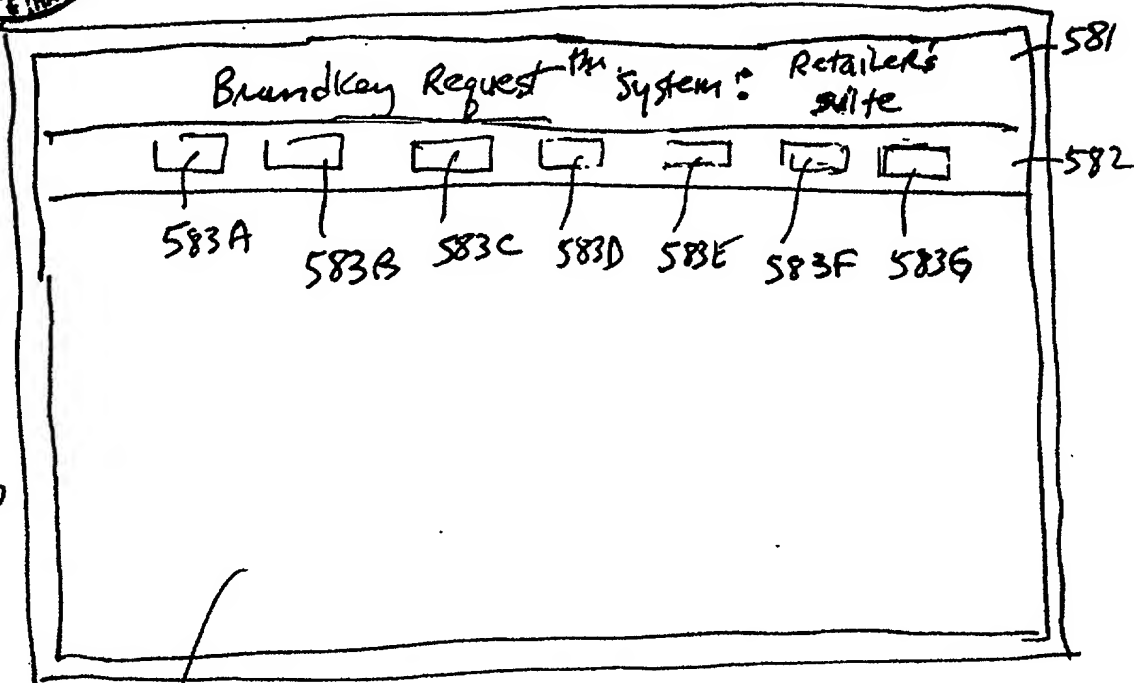
- Registration of Manufacture/Creation of Retailer Account
- Log-in by Manufacturer
- Update and Display Manufacturer's Virtual Kiosk Deployment Directory –
- Select/order Virtual Kiosk for Deployment
  - Specify domain of Virtual kiosk Installation and Deployment
  - Selection of Information Services Delivered by Deployed Virtual CPI Kiosk
  - Selection and Customization of – Virtual CPI Kiosk GUI Design
- Registration of Manufacturer's Aisle/Shelf Rights/Privileges on CPI Kiosks
- Certification of Manufacturer's Advertising Agents
- Certification of Manufacturer's Product Promotional Agents
- Monitoring Performance of Certified/Registered Manufacturer's Advertising Agents
- Monitoring Performance of Certified/Registered Manufacturer's Promotional Agents

FIG 19B

20090204-042500T

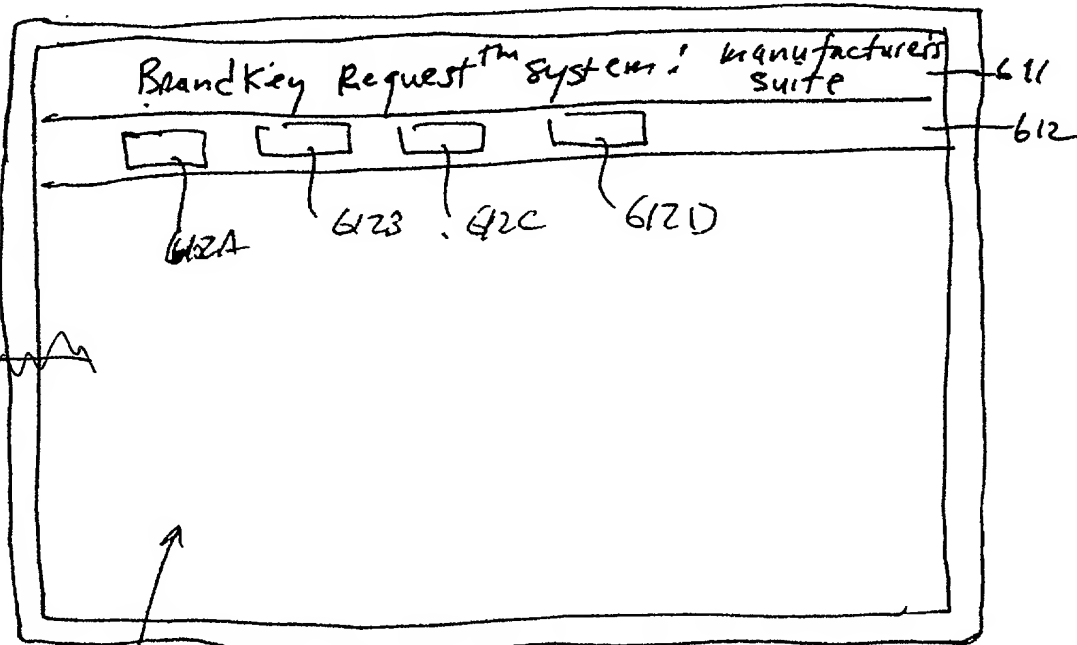


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584

FIG. 20A



613

FIG. 20B

20090801 04:58:00

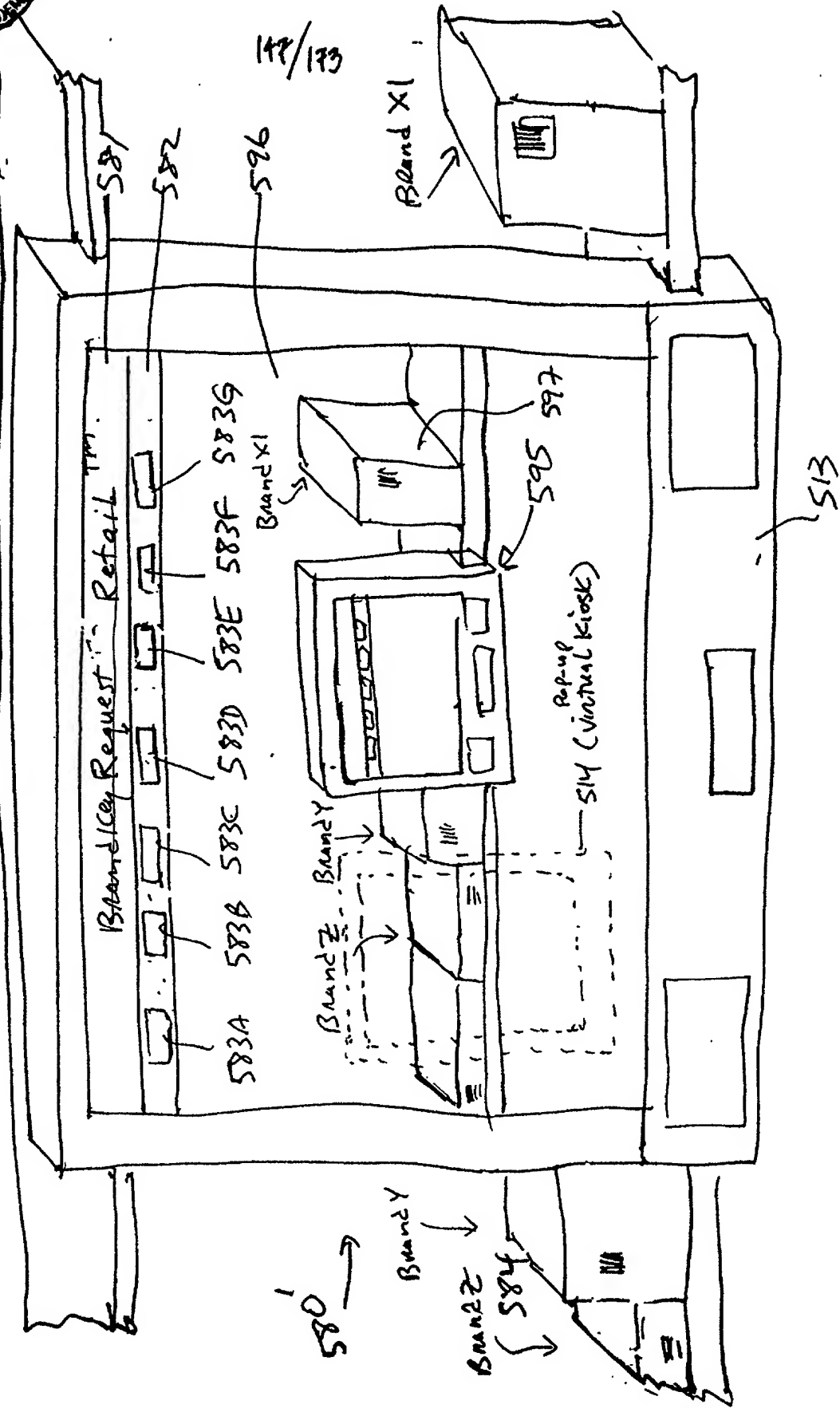


FIG. 22

41 Infyga Aisio/shelf Right/PA+ Privilege Registration

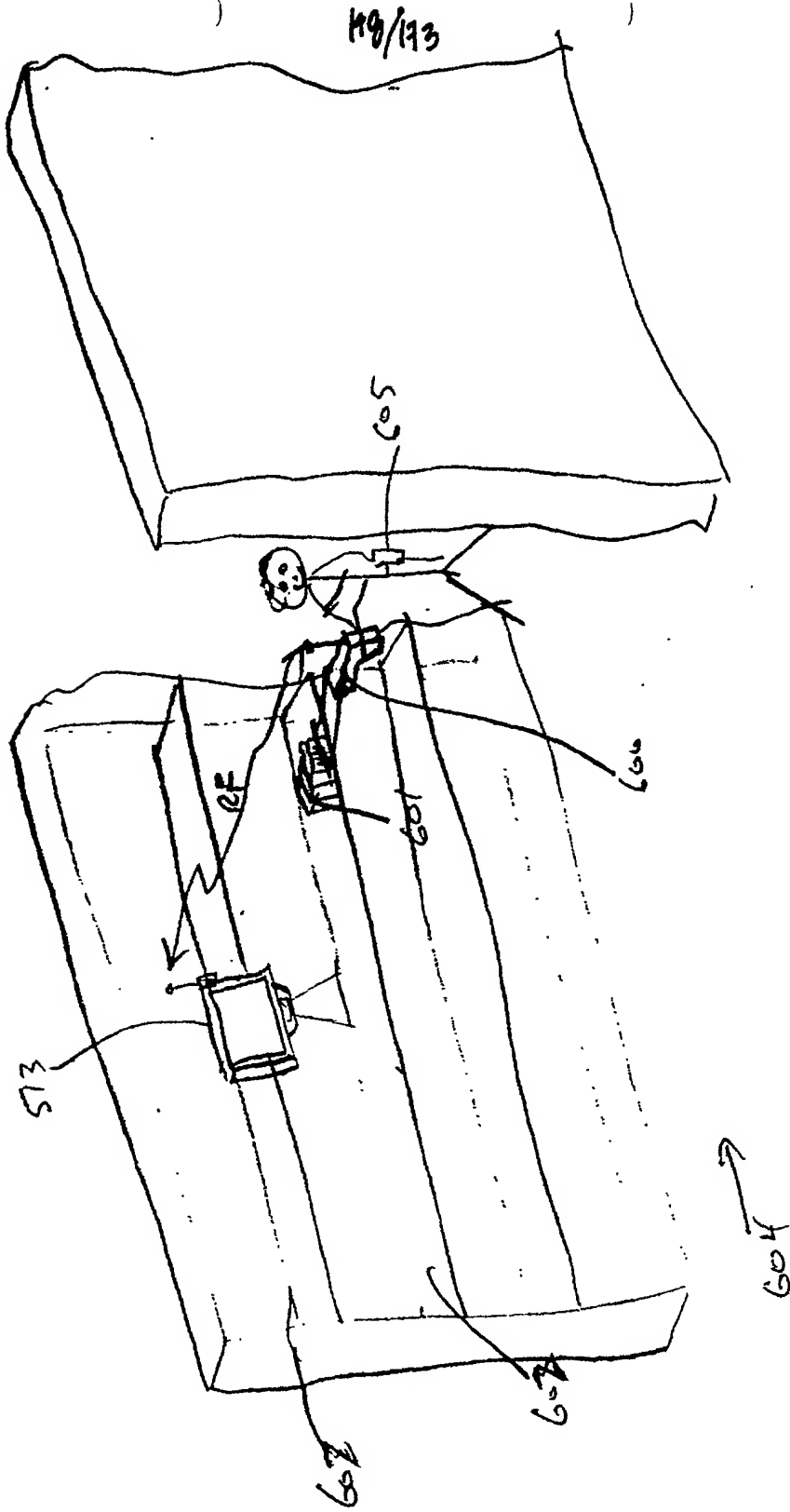


Fig. 23





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Induce CPI Kiosk into its "Manufacturers  
Aisle/Shelf Rights/Privileges" Registration  
Mode

A

Read the UPC symbol on each product  
in the aisle/shelf in which the kiosk  
is installed so as to register the  
product and/or manufacturer thereof  
as having aisle/shelf rights/privileges  
with respect to displaying ads and/or  
promotions on the kiosk

B

FIG. 24A

Induce CPI Kiosk into its  
"Manufacturers Aisle/Shelf Rights/  
Privs." Registration mode

A

Enter into the kiosk (or system) the  
trademark carried by each consumer  
product in the aisle/shelf in which  
the kiosk is installed so as to register  
the product and/or <sup>manufacturer</sup> thereof as  
having aisle/shelf rights/privs. with respect  
to displaying ads and/or promotions on  
the kiosk

B

FIG. 24B

200808070762500T

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## IDENTIFYING

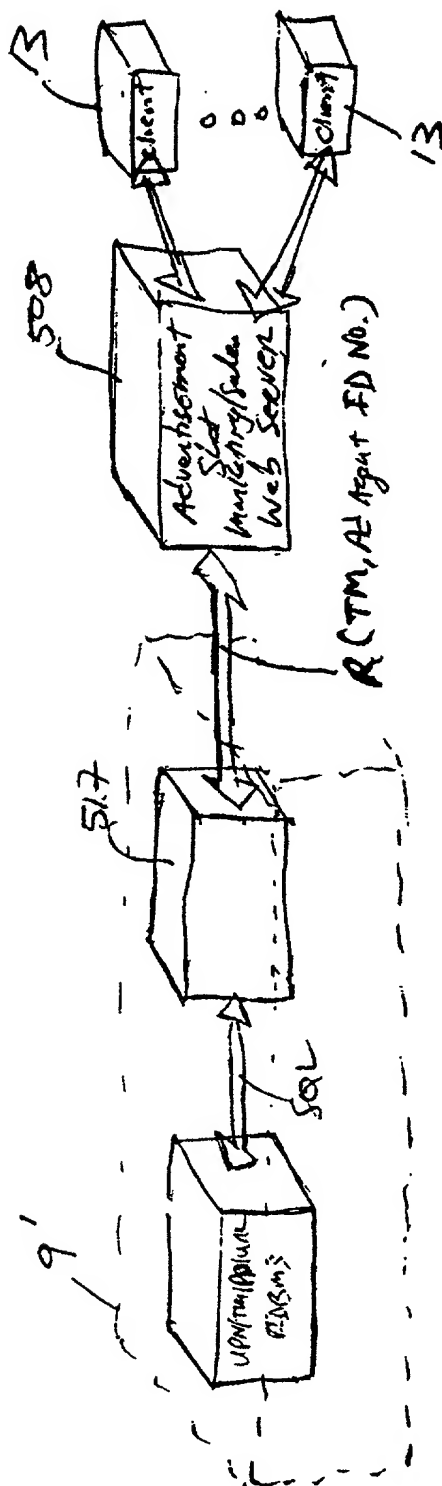
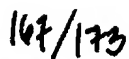


FIG. 33



**INFORMATION**

A.

B-

e-

D-

FIG. 38A

FIG. 38A

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IDENTIFYING  
 DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF A  
 PROMOTION DIRECTORY IDENTIFYING A DEPLOYED  
 NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED OF  
 KIOSKS ON WHICH A PARTICULAR PROMOTER OR PROMOTIONAL AGENT IS  
 AUTHORIZED BY KIOSK-HOSTING RETAILERS TO DISPLAY PRODUCT  
 PROMOTIONS REGARDING A PARTICULAR BRAND OF UPN-INDEXED  
 CONSUMER PRODUCT IN ACCORDANCE WITH THE PRINCIPLES OF THE  
 PRESENT INVENTION

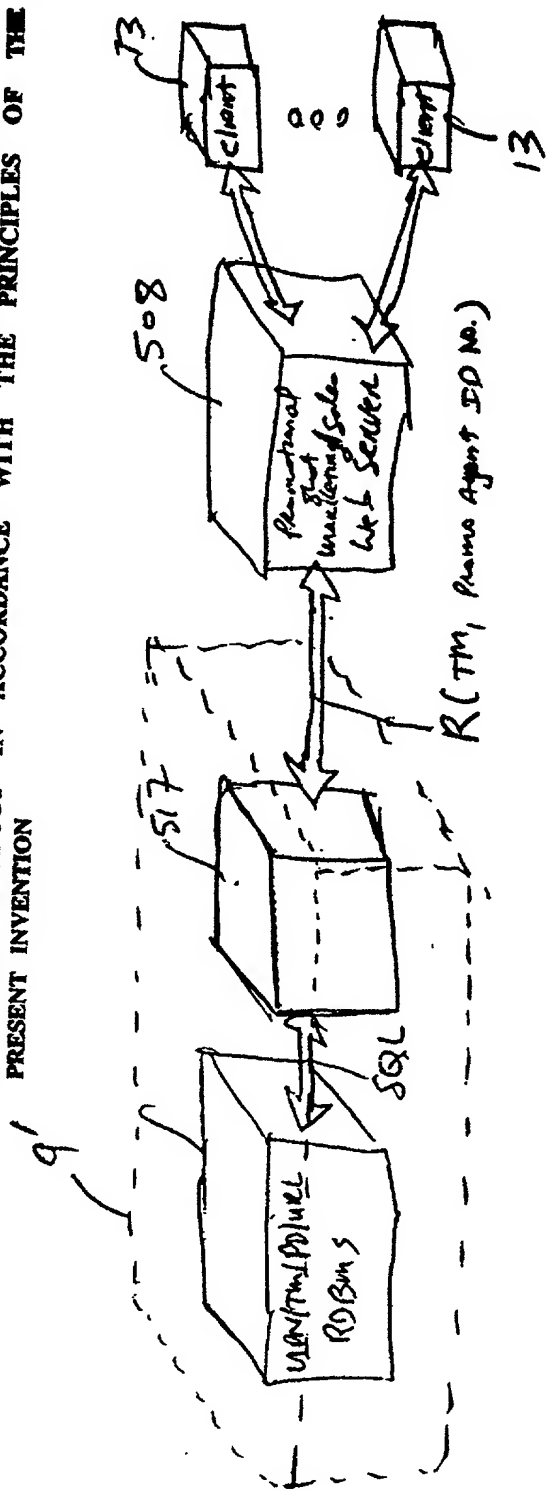


FIG. 39



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**DATA PROCESSING METHOD FOR GENERATING A BRAND KIOSK  
PROMOTION DIRECTORY WHICH INCLUDES ONLY (PHYSICAL AND  
VIRTUAL) KIOSKS ON WHICH THE REGISTERED PROMOTER IS  
AUTHORIZED BY RETAILERS TO PLACE PROMOTION SPOT ORDERS FOR  
EXECUTION AND DISPLAY**

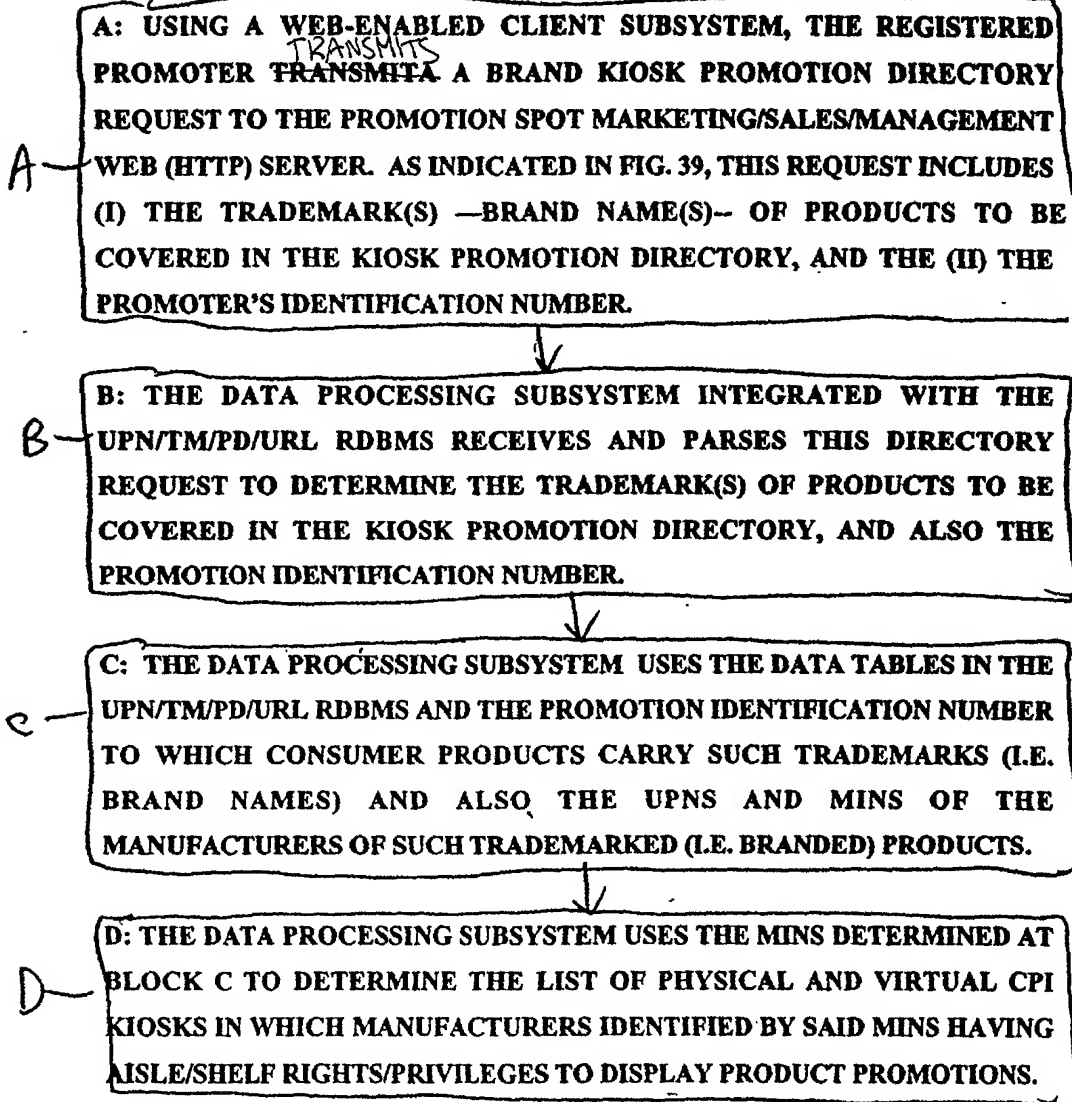


FIG. 40A